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METHOD AND SYSTEM FOR TELEPHONICALLY SELECTING, ADDRESSING, AND DISTRIBUTING MESSAGES

I Claim:

1. A method of creating and addressing a message using a stored database of user information and a stored database of advertiser information comprising the steps of:

(a) receiving a user information request, including signal representations of originating user information and user-requested information;

(b) translating said signal representations, into a series of character representations comprising user information and into a series of character representations comprising user-requested advertiser information;

(c) storing said user information request, including said translated character representations comprising user information and said translated series of characters comprising user-requested advertiser information;

(d) retrieving message address information by comparing said stored character representations comprising user information with stored characters in said stored database of user information;

(e) retrieving message advertiser information by comparing said series of stored character representations comprising user-

requested advertiser information with stored characters in said stored database of advertiser information;

(f) Creating a message by associating said retrieved message address information with said retrieved message advertiser information;

(g) Sending said message to appropriate transmission software for transmission over a network;

whereby a user can direct advertising and other information messages to a destination and network of the user's choosing.

2. The method as recited in claim 1 wherein said user information request comprises identifying codes, or keycodes, obtained from mass-media advertisements of other announcements.

3. The method as recited in claim 1 wherein said signal representations comprise Dual Tone Multifrequency (DTMF) signals.

4. The method as recited in claim 1 wherein said signal representations are digitally transmitted on a hybrid fiber/coax, or HFC, system.

5. The method as recited in claim 1 wherein said signal representations are digitally transmitted on a Voice over Internet Protocol, or VoIP, system.

6. The method as recited in claim 1 wherein said signal representations are digitally transmitted on a Packet Switched Network.

7. The method as recited in claim 1 wherein said signal representations are digitally transmitted on a Public Switched Telephone Network.

8. The method as recited in claim 1 wherein said network comprises the Internet.

9. The method as recited in claim 1 wherein said network comprises the Public Switch Telephone Network.

10. The method as recited in claim 1 wherein said network comprised a digital cable network.

11. The method as recited in claim 1 wherein said transmission software comprises Internet email software.

12. The method as recited in claim 1 wherein said transmission software comprises fax software.

13. The method as recited in claim 1 wherein said transmission software comprises voice message software.

14. The method as recited in claim 1 further providing interactive voice response software that operatively communicates with said user information request for the purpose of soliciting said user information request and identifying said stored character representations.

15. The method as recited in claim 1 wherein said stored database of user information comprises a data table which includes a first column comprised of ANI values, also known as automatic number identification, and a second column comprised of pin numbers, and a third column comprised of corresponding delivery option code indicators, and a fourth column comprised of destination

addresses, including Internet e-mail addresses, fax telephone numbers, phone numbers, and street address information, and a fifth column of payment information including a credit card number and a credit card expiration date.

16. The method as recited in claim 15 wherein said stored database of user information comprises a website input means by which a human operator, accessing an Internet website, enters said Internet email address, said fax phone numbers, said phone numbers, said pin numbers, said street address information and said payment information.

17. The method as recited in claim 15 wherein said stored database of advertiser information comprises a data table which includes a first column comprised of identifying characters, a second column comprised of delivery option code indicators, and a third column comprised of file names, and a fourth column of advertiser addresses.

18. A machine for creating and addressing a message using a stored database of user information and a stored database of advertiser information comprising:

(a) memory means for storing a user information request, including character representations comprising originating user information and a series of character representations comprising user-requested advertiser information;

(b) input means for inputting signal representations of user-requested advertiser information for translation and storage in said memory means;

(c) translation means for converting said signal representations into said character representations;

(d) pre-recorded interactive response means for identifying said characters representations input by input means and stored in said memory means;

(e) a memory controller means for:

comparing said stored character representations comprising user information with stored characters in said stored database of user information and retrieving message address information and;

comparing said series of stored characters comprising user-requested advertiser information with stored characters in said stored database of advertiser information and retrieving message advertiser information and;

creating a message by associating said message address information and said message advertiser information and;

sending said message through transmission software means to one of several available networks;

whereby a user can request that advertising and other information be sent to an address of the user's choosing.

19. The machine as recited in claim 18 wherein said user information request comprises identifying codes, or keycodes, obtained from mass-media advertisements of other announcements.

20. The machine as recited in claim 18 wherein said signal representations comprise Dual Tone Multifrequency (DTMF) signals.

21. The machine as recited in claim 18 wherein said signal representations are digitally expressed on transmitted on a hybrid fiber/coax, or HFC, system.

22. The machine as recited in claim 18 wherein said signal representations are digitally transmitted on a Voice over Internet Protocol, or VoIP, system.

23. The machine as recited in claim 18 wherein said signal representations are digitally transmitted on Packet Switched Network.

24. The machine as recited in claim 18 wherein said signal representations are digitally transmitted on Public Switched Telephone Network.

25. The machine as recited in claim 18 wherein one of said available networks comprises the Internet.

26. The machine as recited in claim 18 wherein one of said available networks comprises the Public Switch Telephone Network.

27. The machine as recited in claim 18 wherein one of said available networks comprises a digital cable network.

28. The machine as recited in claim 18 wherein said transmission software means comprises Internet email software.

29. The machine as recited in claim 18 wherein said transmission software means comprises fax software.

30. The machine as recited in claim 18 wherein said transmission software means comprises voice message software.

31. The machine as recited in claim 18 wherein said stored database of user information comprises a data table which includes a first column comprised of ANI values, also known as automatic number identification, and a second column comprised pin numbers, a third column comprised of corresponding delivery option code indicators, and a fourth column comprised of destination addresses, including Internet e-mail addresses, fax telephone numbers, phone numbers, and street address information, and a fifth column comprised of payment information, including credit card numbers and credit card expiration dates.

32. The machine as recited in claim 31 wherein said stored database of user information comprises a website input means by which a human operator, accessing an Internet website, enters said Internet email address, said fax phone numbers, said phone numbers, said pin numbers, said street address information, and said payment information.

33. The machine as recited in claim 18 wherein said stored database of advertiser information comprises a data table which includes a first column comprised of identifying characters, a second column comprised of delivery option code indicators, and a third column comprised of file names, and a fourth column of advertiser addresses.

34. A machine for creating and addressing a message using a stored database of user information and a stored database of advertiser information comprising:

(a) memory which is able to store a user information request, including character representations of originating user

information and a series of character representations of user-requested advertiser information;

(b) a telephony software and hardware by which a user sends signal representations of user-requested advertiser information for translation into said character representations;

(c) a CPU, or central processing unit, which stores said character representations in said memory;

(d) an interactive voice response system which is operatively connected to said memory and to said CPU for soliciting said user information request and identifying said characters representations stored in said memory;

(e) a website registration page by which a human operator, accessing an Internet website, enters an Internet email address, fax phone numbers, phone numbers, street address information, and payment information;

(f) a memory controller which:

compares said stored character representations comprising user information with stored characters in said stored database of user information and retrieves message address information and;

compares said series of stored characters comprising user-requested advertiser information with stored characters in said stored database of advertiser information and retrieves message advertiser information and;

creates a message by associating said message address information and said message advertiser information and;

sends said message to one of several available networks;

whereby a user can request that advertising and other information be sent to an address of the user's choosing.

35. A method of telephonically retrieving, addressing, and distributing messages, comprising:

(a) Providing a first data table for storing originating phone numbers as first primary key index values, delivery option numbers as first secondary key index values, pin numbers, and associated phone numbers, Internet email addresses, US postal addresses, and payment information;

(b) Storing said first primary and associated first secondary key index values and said originating phone numbers and said pin number and said associated phone numbers, Internet email, US postal addresses, and said payment information in said first data table which is accessed through an Internet web site;

(c) Providing a second data table for storing keycode values as second primary key index values and delivery option numbers as second secondary key index values, and associated formatted file names and associated advertiser addresses;

(d) Storing said second key index values and formatted file names and advertiser addresses in said second data table;

(e) Providing a first memory location to store formatted files referenced by said formatted file names in said second data table;

(f) Storing formatted files referenced by said formatted file names in said first memory location;

(g) Providing a voice means by which voice prompts can request a caller to take certain actions;

(h) Obtaining a system phone from a mass-media advertisement or other announcement;

(i) Calling said system phone number from an originating phone number;

(j) Providing a second memory location that can store automatic number identification of incoming call;

(k) Storing said automatic number identification of said incoming call corresponding to said originating phone number;

(l) Comparing said stored automatic number identification to said first primary key index values of said first data table to determine if said stored automatic number identification is equal to a first primary key index value;

(m) Requesting caller to manually enter a phone number, verified by a pin number, to replace said stored automatic number identification value where said stored automatic number identification of said incoming call does is not equal to a first primary key index value of said first data table;

(n) Providing a third memory location that can store keycode value;

(o) Requesting caller to enter said keycode value by said voice means;

(p) Entering said keycode value on a keypad;

(q) Converting a DTMF signal generated by entering said keycode into a character representation of said keycode;

(r) Storing said character representation of said keycode value in said third memory location;

(s) Providing a fourth memory location which can store a delivery option number value;

(t) Requesting caller to enter said delivery option number by said voice means;

(u) Entering said delivery option number on a keypad;

(v) Converting a DTMF signal generated by entering said delivery option number into a delivery option number value;

(w) Storing said delivery option number value in said fourth memory location;

(x) Terminating said incoming call;

(y) Selecting a destination address consisting of a phone number or address stored in a row of said first data table where a first primary key index value equals said stored originating automatic number identification value and a first secondary key index value equals said stored delivery option number value;

(z) Selecting a formatted file name stored in a row of second data table where a second primary key index value equals said stored keycode value and a second secondary key index value equals value of said stored delivery option number value;

(aa) Providing a delivery means with a send function which can transmit said address and formatted file onto a network or US Postal system;

(bb) Selecting a delivery means based on said stored delivery option number value;

(cc) Loading said destination address and formatted file referenced by formatted file name into an input queue of said delivery means;

(dd) Initiating said send function of said delivery means;

whereby a caller can telephonically direct advertising, other information messages, and purchase orders to a fax or telephone number, an Internet email address, an Internet web site, or a US postal address of the caller's choosing.

End of Claims